



May 29, 2015

To: Executive Board

Subject: **Exercise of Option – General Marketing Services**

Recommendation

Authorize the Executive Director to exercise option year one of the Pulsar Advertising Contract (No. 12-038) in the amount of \$329,189 for general marketing services.

Analysis

Currently, Foothill Transit is in the third year of a contract for general marketing services with Pulsar Advertising. The contract includes a variety of marketing services including branding development, website redesign, livery adaptation for the Ecoliner, and Class Pass strategic marketing.

The execution of option year one will provide the ability to continue general marketing services and support through June 2016, including the development of communication materials for possible new Class Pass campuses, new livery adaptation for the 40' Ecoliner vehicles, marketing of the proposed service enhancements, special events for new park and ride facilities, planning for a student transportation summit, and general market analysis and strategy.

Budget Impact

The approved FY 2015-2016 Business Plan includes funds for general marketing services.

Sincerely,

A blue ink signature of Felicia E. Friesema, consisting of a series of loops and a long horizontal stroke.

Felicia E. Friesema
Director of Marketing and Communications

A blue ink signature of Doran J. Barnes, featuring a stylized 'D' and 'B' with a horizontal line extending to the right.

Doran J. Barnes
Executive Director